



Oregon Tourism Commission  
 dba Travel Oregon  
 670 SE Hawthorne Avenue, Suite 240  
 Salem, Oregon 97301  
 503-378-8850

**OREGON LODGING STATISTICS**  
 September 2010 (YTD)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	Year	% Chg	Year	% Chg	Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	58.9	5.2	97.89	-0.7	57.70	4.5	na	2.2	na	7.5	na	6.8
Pacific	64.5	6.0	112.76	-0.9	72.78	5.1	na	1.5	na	7.6	na	6.6
<b>Statewide</b>	<b>58.8</b>	<b>5.0</b>	<b>86.67</b>	<b>-0.5</b>	<b>50.92</b>	<b>4.5</b>	<b>16,904,574</b>	<b>1.4</b>	<b>9,931,714</b>	<b>6.5</b>	<b>860,739,387</b>	<b>5.9</b>
Eastern	51.8	0.6	67.85	1.6	35.18	2.2	1,235,537	0.0	640,564	0.6	43,461,251	2.2
Central	50.7	5.2	97.36	1.9	49.33	7.2	1,431,531	1.1	725,402	6.3	70,624,036	8.3
Southern	54.6	4.7	74.45	0.0	40.68	4.7	2,374,798	1.0	1,297,614	5.7	96,612,467	5.7
Willamette Valley	57.5	3.2	79.41	0.1	45.68	3.3	2,571,657	1.9	1,479,353	5.1	117,472,684	5.2
Mt Hood/Gorge	59.8	1.3	80.10	0.1	47.91	1.3	546,061	1.3	326,595	2.6	26,159,552	2.7
Portland Metro	65.6	7.7	92.57	-1.8	60.71	5.7	5,880,264	2.7	3,856,363	10.6	356,982,222	8.6
Coast	56.2	3.3	92.05	-1.2	51.70	2.1	2,959,040	-0.5	1,661,864	2.8	152,969,773	1.6

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 September 2010 (month)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	Year	% Chg	Year	% Chg	Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	59.9	6.7	99.31	2.0	59.49	8.8	na	1.6	na	8.4	na	10.6
Pacific	66.3	5.8	113.09	2.5	74.95	8.4	na	1.2	na	7.0	na	9.7
<b>Statewide</b>	<b>65.6</b>	<b>6.2</b>	<b>88.45</b>	<b>0.2</b>	<b>58.03</b>	<b>6.4</b>	<b>1,859,460</b>	<b>0.4</b>	<b>1,219,874</b>	<b>6.6</b>	<b>107,896,778</b>	<b>6.8</b>
Eastern	65.6	9.8	75.57	2.9	49.60	13.0	135,750	0.0	89,102	9.8	6,733,864	12.9
Central	62.5	11.3	95.92	-0.3	59.96	11.0	156,510	0.6	97,843	11.9	9,384,835	11.6
Southern	63.2	8.0	75.60	-1.2	47.74	6.7	263,490	0.0	166,401	8.0	12,579,702	6.7
Willamette Valley	63.0	4.0	82.54	-0.1	51.97	3.9	282,540	0.7	177,901	4.8	14,684,354	4.7
Mt Hood/Gorge	69.2	6.5	86.31	2.9	59.71	9.6	60,030	0.1	41,528	6.5	3,584,163	9.6
Portland Metro	68.9	7.3	94.69	1.1	65.25	8.5	646,320	1.2	445,360	8.7	42,170,275	9.8
Coast	64.2	1.3	92.00	-1.8	59.07	-0.5	325,260	-1.1	208,833	0.2	19,212,430	-1.6

Source: Smith Travel Research